

**Executive Committee for Highway Safety
Seat Belt Working Group
Meeting Minutes – Mtg. #2
August 3, 2004**

Location:

GHSP Office, 215 E. Lane Street @ 11:00 a.m.

Committee Members in Attendance:

Darrell Jernigan	Kimberly Overton	Don Nail	Jill Lucas
Kelly Becker	Jim Long	Lauren Marchetti	Major Tom Adkins
Lt. Butler	Rosa Gill	Kevin Lacy	Stephen Lowry
Cliff Braam			

Scribe:

Cliff Braam

Minutes:

- The meeting began at approximately 11:05 p.m.

Task I – Issues From Last Meeting

- Stephen provided crash data for collisions involving children on motorcycles. After some discussion, the group decided to focus efforts on seat belt use/compliance in motor vehicles and not on motorcycles.
- Kevin stated that DOT is looking at updating policies/practices on the use of variable message signs and that there are plans to add some “test” messages to some of these signs for evaluation of the effects of these messages.

Task II – General Discussion

Name	Discussion
Kevin	<ul style="list-style-type: none">• May need to look into providing public education to groups of lower belt use.• Certain population groups are over represented in the fatal slips that are not belted.
Darrell	<ul style="list-style-type: none">• Data from the Governor’s Highway Safety Initiative shows that Hispanics are ten fold over represented in unbelted fatalities.• Working with Wake county schools to put belt program into place for students. Program would consist of monitoring students for belt use and revoking their on campus parking pass for not wearing their belts in a graduated process. Waiting on the school superintendent’s approval.
Lauren	<ul style="list-style-type: none">• May want to pilot in one county to show success and then move to other counties.
Darrell	<ul style="list-style-type: none">• Schools position is that the enforcement/monitoring and record keeping will be

	obstacles to a successful program.
Kevin	<ul style="list-style-type: none"> • Need to establish a notification process by which if a student is cited for a seat belt violation off campus, that the schools will receive notification.
Don	<ul style="list-style-type: none"> • Hard to get compliance with this outside of the school property.
Kim	<ul style="list-style-type: none"> • Make this part of the responsibility of the school resource officer.
Rosa	<ul style="list-style-type: none"> • There is already a system in place to link citation data with the student with the school. The question is how many of the schools are using it?
Lt. Butler	<ul style="list-style-type: none"> • Instead of a program that penalizes students for not wearing their seat belts, what about forming one that rewards students who do wear their belts?
Lauren	<ul style="list-style-type: none"> • Possibly establish mini-grant programs with the schools and let the students have some say in how this type of program would/should be set up.
Kelly	<ul style="list-style-type: none"> • What if a passenger in the car is not belted? Do you penalize the driver?
Darrell	<ul style="list-style-type: none"> • Yes; the driver is responsible for all occupants of the vehicle.

Task III– Development of an Implementation Plan

- Cliff reminded everyone that the main task of the group was to examine different strategies for alleviating/reducing crashes involving unbelted occupants and to present these to the Executive Committee for Highway Safety (ECHS) in the form of an implementation plan to see which ones they wanted to move forward with.
- There was general discussion about the implementation plan and its structure. It has been decided that the implementation plans for the working groups will follow the same general format as those presented in the NCHRP 500 reports.
- The group will take individual strategies and put enough information together so that when it is presented to the committee, the committee can make an informed decision as to which strategies they would like to see moved forward. After the last meeting of the ECHS, it was decided that when the strategies are presented to the ECHS, they should contain enough information for the strategy to move forward if the ECHS decides to do so. Therefore, each working group will only be presenting 1-2 strategies at each ECHS meeting.

Task IV– Brainstorming/Open Discussion/

There was a lot of discussion concerning various potential strategies for increasing seat belt usage. A bulleted list is provided below.

- Pop up education messages on web sites
- Adding points to insurance & drivers license for not wearing seat belts
- School parking pass program
- Informational inserts in utility bills
- Student parking rewards program
- Reminder “Buckle Up” Signs in the drive through windows of Fast food restaurants along with a rewards program

- Education at Entertainment venues: Panthers, NASCAR, Hurricanes, Minor League Baseball, etc.
- Farm & Commercial Tag owners are not required to wear seat belts (needs to be changed)
- Reminder PVA Signs; Mall parking lots, ball game venues, college campuses
- Target education on Military bases
- Legislative education; 86% have spoken!
- Make inspecting the seat belts part of the NC vehicle inspection program

The group voted on their top two priorities and Technical work groups were formed to develop the strategies. These are listed below:

Top Priorities:

Adding Driver's License & Insurance Points for Seat Belt Violations

Members: Kimberly/Commissioner Long (Co-Chairs)
 Lt. Butler
 Don Nail
 Bill Hall

Develop Targeted Education Campaigns

Members: Jill Lucas/Major Adkins (Co-Chairs)
 Rosa Gill
 Darrell Jernigan
 Laureen Marchetti
 Kelly Becker

- The meeting was adjourned at 1:00 p.m.

NEXT MEETING: September 28th, 1:00 – 3:00, GHSP Office